

# "Grandpa's Gift"

## Norman Rockwell celebrates the joys of the golden years

When my father was still a young man, he created a remarkable series of portraits of people in their golden years—people who were as vigorous, as independent, as accomplished in their crafts and as wise in the ways of the heart as he himself would grow to be decades later.

I've often wondered why he did it and, more important, how, as a young man (he painted "Grandpa's Gift" in 1922), he managed to paint the satisfaction he would later come to enjoy in his own life.

As I look at "Grandpa's Gift" and the other splendid portraits that make up the *Rockwell's Golden Moments* plate series, I think I have a clearer understanding of the insights that gave my father the strength to be true to himself, to paint what he really believed, for more than sixty years.

What strikes me most about "Grandpa's Gift" is the expression of concentration on the old gentleman's face as he applies the final coat of varnish to a cradle that will soon hold the first of a new generation. I've seen this grandfather's steadfast gaze before—his brow furrowed in deep concentration. It is the picture of Norman Rockwell at work. Even when he was considered an unquestioned master, just as we may imagine this craftsman to be, my father became wholly absorbed in his painting.

We can tell by the grandfather's expression that, right now, refinishing this family heirloom perfectly is the most important job in the world, and he is giving it all he has. The moment *he* will cherish—and perhaps now anticipates—is when he will present the finished cradle to his daughter. But it is the gift of himself—his experience, his knowledge, his love—that creates the golden moment Norman Rockwell captures here.

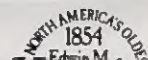
"Grandpa's Gift" was specially selected to inaugurate the *Rockwell's Golden Moments* collection because it conveys the realizations about life that Norman Rockwell discovered as a young man and lived to enjoy in his later years. He discovered that the important things in life—pride in one's work, close family ties, and good friends—become more important as the years go by and that the struggle to succeed becomes less significant.

"Grandpa's Gift" is a tribute to my father's philosophy of "living life to the fullest" as well as a celebration of the rich, satisfying times—the golden moments—in our lives.

Thomas Rockwell

For The Norman Rockwell Family Trust

Full color on fine Knowles China  
Shown actual size (8½-inch diameter)  
Bradex No. 84-R70-10.1



people better. Having three kids  
ence. He used regular people—  
professional models for years, and  
he kept looking at things and  
esthetic perception. His view of  
and his technical ability changed  
thought his next picture would  
growing.

f his contemporaries, his work

fresh, and I think it's all because  
twenty-eight when he painted  
which appeared in *House Beautiful*.  
important things in life—  
satisfaction of a job well done—are  
and styles came in vogue (and  
basic truths gave him the strength

's *Golden Moments* plate series

look over the body of my father's  
artistic production that has spanned  
that in an almost miraculous way  
use the *Golden Moments* series  
people—well, in that sense it is

runs through this collection goes

In creating portraits of people  
examined what life is like when  
and social position and all the trap-  
to hold you up.

in "Grandpa's Gift" and the other  
collection. Honor is important;  
important; humor is a saving grace;  
hard; the accumulated wisdom of  
the only worthwhile gift is the gift  
of basic truths that my father realized  
by in his later years. They became  
Rockwell's credo and enabled him  
whole life long.

who were not scrupulous or careful, who presented some very  
mediocre pieces as Norman Rockwell collectibles, and who  
were more interested in exploiting the Rockwell name than in  
making fine Rockwell art available to collectors. We still don't  
want any part of that.

**Q.** How did you decide on Knowles China and the Rockwell Society of America as the issuers of a new plate series endorsed by The Norman Rockwell Family Trust?

**A.** We've been very pleased with the consistent high quality of the collector's plates created by Knowles China, and I feel that the Rockwell Society of America shares my family's concern for the integrity of Norman Rockwell's art. We chose the Society and Knowles because we want the *Rockwell's Golden Moments* series to be an important addition to the collectibles market.

**Q.** What might your father have thought about all of this?

**A.** My father wanted his work to be seen and enjoyed, and it gives my family and me great pleasure to be able to bring it to a whole new audience.



Each plate in the Rockwell's  
Golden Moments collection  
features a 22-karat gold band.





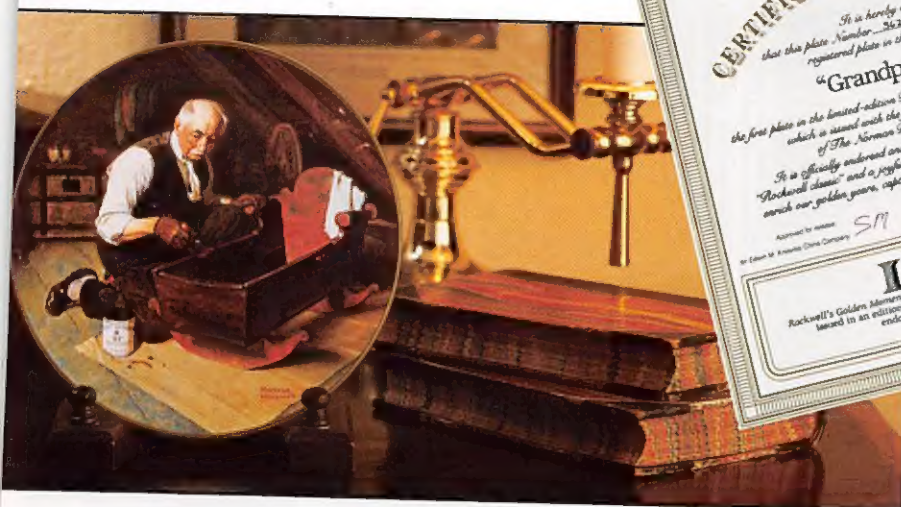


Norman  
Rockwell



# Rockwell Society of America

"Grandpa's Gift" is certified by the Rockwell Society of America and issued in an edition limited to 150 firing days.



Each plate in the limited edition of "Grandpa's Gift" is accompanied by a Certificate of Authenticity and a full description of its historical significance signed by Thomas Rockwell.

For a decade we have studied the works of Norman Rockwell and have gained a deep appreciation of his considerable talents and his vast contribution as a chronicler of nature.

As we began compiling Norman Rockwell's portraits of his golden years, I don't think any of us anticipated a dimension of emotional importance these pieces had as an artist.

In his own family was close enough to Norman Rockwell, to witness his struggles to overcome artistic insecurity and see his eventual success in arriving at a style true to himself—accomplishing his goal of "giving people pictures they could relate to."

Rockwell's *Golden Moments* collection would never have been possible without the insights and cooperation of Thomas Rockwell and The Norman Rockwell Family Trust. This collection probably the most personal, most honest look at the artist's favorite contemporary illustrator ever revealed.

"Grandpa's Gift" was specially selected to launch this collection because it simply but masterfully sums up Rockwell's optimistic attitude toward life. It conveys a message of love and hope that—like all Rockwell's best work—has an appeal that is proven not only universal, but also immortal.

The Rockwell Society of America are proud to affix our seal to "Grandpa's Gift," certifying it a true "Rockwell classic."

## Charter of the Rockwell Society of America

In affixing its official seal to a limited-edition collector's plate, the Rockwell Society of America certifies it to be a true Rockwell classic in compliance with the standards of significance and quality of the Society. To wit:

The *artistic* significance of the work must be evident; it must represent a central achievement in Norman Rockwell's development; or it must define an artistic period or style; or it must represent an artistic breakthrough or other substantive aesthetic accomplishment.

Additionally, the work must be *historically* significant in that it reveals some previously unseen facet of Rockwell's personality or represents a new direction in his artistic interests, in, or coincident with, the work. The re-creation of Rockwell's artwork and signature in the finest china must satisfy *rigorous criteria of authenticity*.

Further, the art must never have appeared in any form whatsoever as a limited-edition collectible previous to issuance; and the plate must be issued in a *strictly limited edition* as defined by the Selection Committee of the Society.

Only works that meet these requirements are eligible for certification as true Rockwell classics.

neighbor  
that m  
increa  
people  
and de  
be his

Q. U  
isn't da

A. N  
early in  
"Grand  
ful), he  
family,  
timeles  
quickly  
to rema

Q. W  
mean to

A. I t  
work—  
three ge  
it hangs  
portrays  
typical c

But th  
even de  
enjoying  
perhaps  
pings of

His an  
plates in  
friendsh  
work we  
a long lif  
of yours  
as a youn  
what you  
to "live l

Q. I mu  
giving yo

A. For  
all use by